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Electronic Patent Application Submission
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EFS ID: 66964
Application ID: 09988291
Title of Invention: SYSTEM AND METHOD FOR
GATHERING AND
STANDARDIZING CUSTOMER
PURCHASE INFORMATION FOR
TARGET MARKETING
First Named Inventor: Michael ROTHMAN et al.
Domestic/Foreign Application: Domestic Application
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Statement
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Attorney Docket Number: 47004.000180



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TRANSMITTAL

Electronic Version v1.1

Stylesheet Version v1.1.0

| Title of Invention | SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING | | | | | | | | | | | | | | | | |
|--|---|--|---------------------------|-------------|--|---|-------------------|------------|------------------------|---------------------------|--|----------------------|------|--|-------------------------|--------------|--|
| <table border="0"><tr><td>Application Number:</td><td>09/988291</td><td></td></tr><tr><td>Date:</td><td colspan="2">2001-11-19</td></tr><tr><td>First Named Applicant:</td><td colspan="2">Michael J. ROTHMAN et al.</td></tr><tr><td>Confirmation Number:</td><td colspan="2">8456</td></tr><tr><td>Attorney Docket Number:</td><td colspan="2">47004.000180</td></tr></table> | | | Application Number: | 09/988291 |  | Date: | 2001-11-19 | | First Named Applicant: | Michael J. ROTHMAN et al. | | Confirmation Number: | 8456 | | Attorney Docket Number: | 47004.000180 | |
| Application Number: | 09/988291 |  | | | | | | | | | | | | | | | |
| Date: | 2001-11-19 | | | | | | | | | | | | | | | | |
| First Named Applicant: | Michael J. ROTHMAN et al. | | | | | | | | | | | | | | | | |
| Confirmation Number: | 8456 | | | | | | | | | | | | | | | | |
| Attorney Docket Number: | 47004.000180 | | | | | | | | | | | | | | | | |
| <p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p> <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Stephen Schreiner Registered Number: 43097</td><td>Stephen Schreiner</td><td>Attorney</td></tr></tbody></table> | | | Submitted by: | Elec. Sign. | Sign. Capacity | Stephen Schreiner Registered Number: 43097 | Stephen Schreiner | Attorney | | | | | | | | | |
| Submitted by: | Elec. Sign. | Sign. Capacity | | | | | | | | | | | | | | | |
| Stephen Schreiner Registered Number: 43097 | Stephen Schreiner | Attorney | | | | | | | | | | | | | | | |
| <table border="0"><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>IDSfor47004.180CAT6-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table> | | | Documents being submitted | Files | us-ids | IDSfor47004.180CAT6-usidst.xml | | us-ids.dtd | | us-ids.xsl | | | | | | | |
| Documents being submitted | Files | | | | | | | | | | | | | | | | |
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| | us-ids.xsl | | | | | | | | | | | | | | | | |
| Comments | | | | | | | | | | | | | | | | | |



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of
Invention

SYSTEM AND METHOD FOR GATHERING AND
STANDARDIZING CUSTOMER PURCHASE
INFORMATION FOR TARGET MARKETING

Application Number: 09/988291



Confirmation Number: 8456

First Named Applicant: Michael ROTHMAN et al.

Attorney Docket Number: 47004.000180

Art Unit: 3624

Examiner: Geoffrey Akers

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or 4910672 or 4926255 or 4958375 or 4972504
or 4992940 or 4999617 or 5025372 or 5041972
or 5047614 or 5117355 or 5128752 or 5173589
or 5173851 or 5202826 or 5220501 or 5233514
or 5233654 or 5249044 or 5250789 or 5253066
or 5260778 or 5262860 or 5278751 or 5285278
or 5287181 or 5287268 or 5297026 or 5343239
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or 5444844 or 5488423 or 5488571 or 5490060
or 5491838).pn.

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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Signature

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| Examiner Name | Date |
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